

MANUFACTURING EXTENSION PARTNERSHIP

Success Stories from the Field

Innovative Mold Solutions

Massachusetts Manufacturing Extension Partnership

Molding a New Direction at Innovative Mold Solutions

Client Profile:

Innovative Mold Solutions, Inc. (IMS), located in Leominster, Massachusetts, specializes in the development and operation of technologically advanced high performance injection molding systems that are engineered to provide the absolute lowest manufacturing cost platform. Twenty employees provide technological leadership in the development, manufacturing and start up of high speed, high performance injection molding systems.

Situation:

IMS had built an organization that is capable of providing its customers with a very high level of engineering solutions that exceed their customers' expectations in terms of cost, delivery and quality. IMS recognized that this new business capability needed to be clearly articulated to their potential customers. Being an engineering driven company, IMS acknowledged that they were not capable of creating an effective master message internally and sought the help of an outside resource. The company contacted the Massachusetts Manufacturing Extension Partnership (Mass MEP), a NIST MEP network affiliate, for assistance.

Solution:

With the assistance of the Mass MEP and the Central Mass Regional Employment Board with grant dollars provided through a Department of Labor H1B grant, Innovative Mold Solutions was able to contract the services of Intellisource International, who are recognized for helping companies define their markets and dramatically improve their sales results. Intellisource assessed their competition, evaluated competitive product positioning, messaging and best practices. Then they prepared a side by side comparison to serve as a baseline for a strategy session with the management team. They helped guide the management team through a strategy session that defined the company's new competitive position and developed a message that would capture their market's attention. They assisted in leveraging the company's strengths and put their competition on the defensive. Key management, sales and engineering employees were trained how to construct and deliver a powerful sales tool in the form of a detailed corporate/product presentation. Intellisource didn't just leave after this tool was developed, but stayed with them and accompanied IMS employees when they presented this new message to existing customers. This testing allowed them to, refine their processes for delivery when presenting new sales opportunities to clients and potential clients. Training began in November of 2004. All Senior Management, Sales, and degreed technical staff were involved in this major training initiative including IMS President/Owner, Paul Boudreau. The entire process from beginning to end took approximately one year, and the transformation of this company has been dramatic and new opportunities have begun to take place.

Results:

www.mep.nist.gov



NIST is an agency of the U.S. Commerce Department's Technology Administration

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- * Awarded \$50,000 Department of Labor High Skills Training Grant.
- * Transformed business from a mold design house that provided systems design solutions for the plastics industry to a seller of complex manufacturing services to the military and other world class manufacturers.
- * Invested in a clean room to provide quality manufacturing for the biomedical device industry.
- * Doubled work space.
- * Reduced repetitive shipping and handling of products, providing cost savings for customers.
- * Hired 5 new employees, with more hires planned.

Testimonial:

"We are very satisfied with our decision to partner with Mass MEP and Intellisource International. Because of the matching grant we were able to develop an extremely powerful sales and marketing package. We are delighted with the effectiveness that the training has provided to all our employees. We are receiving a tremendous return on investment from this program and thank Mass MEP for their assistance in helping us to build ourselves into a company that is built to last."

Paul Bodreau, Innovative Mold Solutions